

# MACLEAN'S

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1<sup>st</sup>



In This Issue:

J. Paul Loonis—Burt M. McConnell—

M. Grattan O'Leary—L. Patrick Greene and Louis Arthur Cunningham

10¢































## Giving Away Money Not Easy

What is it to be the World's Largest Travel Agency? *Efficient Organization and Inside Power.*

### No Standard for Pronunciation

ven the English Authorities Do Not Agree as to the Pronunciation of Many Words

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house of Peard for  
advice on this case.

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### Flies Dislike Certain Colors

*Source Sees No Clear Path May Revolutionize Its Work*  
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© 2001 Blackwell Science Ltd, *Journal of Internal Medicine* 250: 105–112

"I warn against the irritation produced by many ordinary soaps...use *only* Palmolive"

says **Pessl** of Vienna and Budapest



After Paul expressed a final interest in St Vincent when the distinguished composer Henry was still a child, he in all these instances

### hilly with woods prominent against the western slopes of modern life

### Source of information

So many ways they create while they create.  
They may roughen the surface of the skin as  
well as define coloring. Pale colors is most  
of vegetable skin. Its color, its color, its  
color is that of nature's green, brown, red, &  
black, both solid and sandy.

Here Paul is one of a great international group of literary specialists who have discovered a lot about Palmitos for themselves and who agree to their part too to use that story in preference to all others. Today there are over 25,000 such experts. Though it's that thousands and thousands of them who are essential to know, perhaps Palmitos has other essential ingredients.

You will like *Philomela*. You will be using it soon for the bath. You know it came from less than quite ordinary sources. Follow Freud's advice. Begin this very day.



Size 10c



"*Palmolive Soap is made of fine vegetable oils. It is safe for the most delicate skin. I never say a word against the irritation produced by ordinary soaps. Those who use Palmolive show the best results after war as a beauty treatment.*"

*[Signature]*  
Kazimierz J. Szymanski

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**PALMOLIVE**  
10c

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# the modern way to keep floors clean and beautiful

After all, lovely things stay lovely only with proper care. So it is with the beautiful floors in your home. They need cleaning, and their beauty demands that the method be modern.

Old Dutch fulfills this need completely. For floors, it is the perfect modern cleanser. It preserves beauty as it cleans, and it works so easily, so safely, so well, that housewives often wonder why they haven't long since put Old Dutch to looking after this task.

The modern Old Dutch way is simple. Just sprinkle a little Old Dutch on the floor, rub lightly with a damp mop, cloth or brush; then wipe dry. All dirt spots disappear, all impurities are removed, including hidden, health-menacing impurities tracked in with

dirt. The floor will sparkle with *Healthful Cleanliness*. That means good housekeeping; furthermore, it's a health asset, particularly in homes where there are children.

Old Dutch obtains its remarkable cleaning efficiency from the unique, flaky, flat-shaped particles of "Seismotite"—a natural cleanser. Free from harsh grit, caustic and acid. Old Dutch doesn't scratch; neither will it mar the surface. In this safety element is protection for smooth surfaces. The Old Dutch way is the safe, modern way. It is economy to use Old Dutch because it goes further and lasts longer. Save yourself time and steps; keep a package of Old Dutch in the kitchen, bathroom and laundry.

## Old Dutch has no equal

For cleaning and polishing white and colored porcelain, enamel, tile, marble, kitchen utensils, pantries, floors, refrigerators, woodenware, crockery, metal fixtures, glassware, windows, painted walls, woodwork or any surface on which water may be used for cleaning.



*Old Dutch Cleanser in your home is a distinction of good housekeeping*



1905

Old Dutch Cleanser on its 25th Anniversary celebrates the greatest achievement in modern cleaning efficiency - *Healthful Cleanliness*

1930